

TOWN OF HERNDON

Enriching the Quality of Life and Promoting a Sense of Community



NEWS RELEASE

FOR IMMEDIATE RELEASE

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TOWN OF HERNDON LAUNCHES NEW, IMPROVED WEBSITE ***www.herndon-va.gov features interactive elements, new design, enhanced functionality***

Herndon, VA (March 17, 2008) – The Town of Herndon today launched a significantly enhanced website, www.herndon-va.gov, that is designed to provide citizens with a “one-stop-shop” portal for access to Town services, online payments and more.

The site, accessible via the same URL as the Town’s just-retired site, offers online water bill payment, online payment of traffic or parking tickets and a police incident viewer, enabling users to pinpoint police activity in their neighborhoods. Online features of the old site are also available on the new site, including online registration for parks and recreation programs, online tee time registration at Herndon Centennial Golf Course and access to Town Council agendas and minutes. The new site also features an interactive information module, “News You Can Use,” which provides users with Town information sent directly to their desktops.

The site’s functionality is designed to provide users with many avenues to find information about Town services, parks and recreation programs, planning and zoning, public safety and more. Tabs on the homepage direct users to desired information, and a “How Do I?” dropdown section on the homepage provides answers to frequently asked questions.

Highlighted items are featured in the homepage’s “What’s New in Herndon” and “Featured this

Month.” And a “Herndon Events” calendar offers information on events, programs and happenings occurring throughout the Town.

“Increasingly, people are looking online for information and for convenience when paying bills and accessing everyday services,” said Mayor Stephen J. DeBenedittis. “The new and enhanced www.herndon-va.gov gives Town citizens easy, comprehensive access to Town information and services. I encourage all citizens to bookmark the site and to check in regularly for updates and added features.”

The Town’s new website was designed by IntelliDyne LLC of Falls Church. It incorporates a content management system, enabling each Town department to manage its own content. A cross-functional team, spearheaded by the departments of Information Technology and Public Information and including a representative from each Town department, managed the project from inception to development and completion.

Additional features available on www.herndon-va.gov in the coming months include a customer relationship management (CRM) functionality that will allow citizens to request non-emergency Town services.

The Town of Herndon was incorporated by the General Assembly of the Commonwealth of Virginia on January 14, 1879. Located in western Fairfax County, Herndon is the 3rd largest town in the Commonwealth and is home to more than 23,000 citizens. Businesses located within the Town of Herndon, which range from high tech enterprises to entrepreneurially-owned establishments, employ approximately 23,500 people. *Business Week* Magazine has named Herndon one of the nation’s “Best Affordable Suburbs.”

For more information, visit the Town’s website at www.herndon-va.gov.

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